



FAISAL AFTAB

Associate Professor

Personal Data

Nationality | Pakistan

Department | Management

Official IAU Email | faaftab@iau.edu.sa

Office Phone No. | Not Available

Language Proficiency

Language	Read	Write	Speak
Arabic			
English	Fluently	Fluently	Fluently

Academic Qualifications

Date	Academic Degree	Place of Issue	Address
2013	PhD	University of Leicester	UK
2006	MS	University of Salford	UK
1994	BSc	Georgetown College	UK

PhD, Master or Fellowship Research Title:

PhD thesis title	Impact of Computerization on Public Universities' Administration A Case Study of Higher Education Commission of Pakistan's Pilot Project
MSc thesis title	Application of Soft Systems Methodology for Community Based Webpages

Administrative Positions Held (Beginning with the most recent): **DELETE THIS TABLE IF NOT APPLICABLE**

Administrative Position	Office	Date
Head of Skills Development and Continuing Education Unit	College of Business Administration Imam Abdulrahman Bin Faisal University	8 th April 2019 – present



Head of Department Management Sciences	Department of Management Sciences, Islamabad Campus Bahria University, Pakistan	1 st March 2018 to 30 th Sept. 2108
Director Research & Development/Office of Research Innovation & Commercialization	Bahria University, Islamabad Pakistan	January 2014 to July 2017
Director Post Graduate Programs	Bahria University, Islamabad Pakistan	July 2015 to June 2016
Program Coordinator MPhil/PhD Program Department of Management Sciences	Department of Management Sciences, Islamabad Campus Bahria University, Pakistan	January 2013 To December 2013
Director Examinations	Bahria University, Islamabad Pakistan	January 2005 To Sept. 2008
Director Admissions	Bahria University, Islamabad Pakistan	January 2006 To January 2008
Director Management Information Services	Bahria University, Islamabad Pakistan	January 2006 To January 2008

Date	Place
August 2015 to June 2017	United Nations Aids Control Program (UNAIDS) Pakistan. Worked as National Project Coordinator – North

Professional Record (Beginning with the most recent):

Job Rank	Place and Address of Work			Date
Associate Professor	Imam Abdulrahman Bin Faisal University	College of Business Administration	Dammam, KSA	1 st Oct. 2018 to date
Professor	Bahria University	Department of Management Sciences	Islamabad, Pakistan	1 st July 2017 to 30 th Nov. 2018
Associate Professor	Bahria University	Department of Management Sciences	Islamabad, Pakistan	1 st July 2014 to 30 th June 2017



Assistant Professor	Bahria University	Department of Management Sciences	Islamabad, Pakistan	20 th June 2005 to 30 th June 2014
Lecturer	Bahria University	Department of Management Sciences	Islamabad, Pakistan	1 st Feb 1999 to 19 th June 2005

Scientific Achievements: Published Refereed Scientific Researches. DELETE THIS TABLE IF NOT APPLICABLE

#	Name of Investigator(s)	Research Title	Publisher and Date of Publication
1	Shahid, M., Sattar, A., Aftab, F., Saeed, A. and Abbas, A.	Month of Ramadan effect swings and market becomes adaptive	Journal of Islamic Marketing, Publication Date 27 th May 2019.
2	Shahid, M.N., Aftab, F., Latif, K., Mahmood, Z.	Behavioral Finance, Investors' Psychology and Investment Decision Making in Capital Markets: An Evidence through Ethnography and Semi-Structured Interviews	Asia Pacific Journal of Emerging Markets, Vol. 2, No. 1, 2018.pp 14-37
3	Aslam A. Shahid, M. N, Sattar, A., Aftab, F.	Behavior of Islamic and Conventional Holiday Effect and Adaptive Market Hypothesis: A firm level evidence from emerging market	Asia Journal of Business Strategies Volume 12 Issue 2 Pages 199-222
4	Shahid, M. N. Aftab, F., Sattar, A. Saeed, M.A.	Unhappy on the Job: An Unpleasant Experience Faced by Cashiers in the Banking Sector of Pakistan: Evidence from District Faisalabad	European Online Journal of Natural and Social Sciences Vol. 7, No.1(s) Special Issue on New Trends in Business, Economics and Management. ISSN 1805-3602
5	Khan, A.A., Ahmad, W., Aftab, F.	The Linkage among Customer Equity Drivers: Building Customer Value Equity Model	IBT Journal of Business Studies Volume 14(2), 27-40.
6	Ali, I. M., Aftab, F., Arif, M., Haq, E.U.	Identifying Behaviors of Top Management Successful HRD Projects	Journal of Business and Tourism Special Issue: ICCSS, Indonesia November. 2017 ISSN: 2520 - 0739
7	Razzaq, F. Aftab, F. Zadeh, Z.	Measuring Emotional Appreciation at Personal, Interpersonal and Organizational Level in Pakistani Workplace Setting	Journal of Management & Technology Vol 1 July No. 2 14-37.
8	Saba, A. Aftab, F.	Financial Awareness and Return through Financial Literacy: Pathway to financial Success of an Economy,	Journal of Managerial Science, Vol 11, No. 3, AIC
9	Khan, R. Lodhi, N. R. , Aftab, F.	Determinants of Dividend Payout Ratio: A Study of KSE Manufacturing firms in Pakistan	IBT Journal of Business Studies Vol 13.1
10	Razzaq, F. Zadeh, Z. F. Aftab, F.	A Theoretical Evaluation of Four Influential Models of Emotional Intelligence	Bahria Journal of Professional Psychology July Vol. 15. No. 2 39-62
11	Mehmood, A. Aftab, F. Mushtaq, M.	Role of Social Media Marketing (SMM) in HEI's Admission	IBT Journal of Business Studies (JBS) 12. 2
12	Janjua, Q. Aftab, F.	Service Quality Loyalty Chain in Business Schools: A Multivariate Analysis	Global Management Journal for Academics & Corporate Studies (GMJAC) Vol. 6. No. 2. 129-143



13	Karim, J. Aftab, F, Bibi, Z.	The moderating role of religiosity on the relationship between satisfaction with work-life balance and job satisfaction	IBT Journal of Business Studies Vol. 12.1.(Spring 2016) 157-167.
14	Aftab, F. Khan, U. A. Lodhi, N. R. Mahmood, A,	Influence of product placement on consumer behavior: The mediating roles of consumer recognition with program celebrity and ethical perception towards product placement that leads to consumer purchase intention	IBT Journal of Business Studies Vol. 12 No. 1. (Spring 2016) 168-184.
15	Aftab, F. Salman S. Mahmood, A.	Impact of safety health environment on employee retention in pharmaceutical industry: mediating role of job satisfaction and motivation	IBT Journal of Business Studies Vol. 12. 1. 185-197.
16	Naveed, M. Aftab, F., Hashmi, M.A., Ali, S. Juanid, M.	Characteristics and Methods of Effective Teachers: A Qualitative Study of Students' Perspective.	International Journal of Innovation in Teaching and Learning (IJITL) Vol.1 2 nd Dec. 9-23
17	Ashfaq, F. Aftab, F.	Developing an indigenous scale of emotional intelligence at work place	Journal of Business & Economics Vol 7, No.1 28-70
18	Cheema F. A. Zia, Aftab, F., Zia, S. & Shah, A. A.	Do HR practices affect service quality of front line staff? An exploratory study if hospitality firms at Karachi,	IBT Journal of Business Studies, Volume 11(1) 40-57
19	Cheema, F, Hassan, A, Aftab, F.	Trends and Prospects of E-business in Pakistan. Global Management	Journal for Academic & Corporate Studies Vol. 5 No. 1.133-141 2014
20	Tahir, Aftab, Lodhi	Impact of Customer Based Brand Equity (CBBE) on Customer Retention: A comparative study of Government, Private and Foreign banks of Lahore, Pakistan IBT	Journal of Business Studies (Formerly Journal of Management & Social Sciences) Vol. 10, No. 2, 31-45. 2014
21	Lodhi, R., Aftab, F., Mahmood, Z., Cheema, F.	Success of Absorptive Capacity for Enterprise Resource Planning (ERP) System: Empirical Evidence from Pakistan	. Global Management Journal for Academic & Corporate Studies Vol.4 No.2 26-37 (2014)
22	Khan A. T., Maqsood U, Ahmed W, Ashraf S, Aftab F	On Model Based Regression Testing of Web Services	J. Appl. Environ. Biol. Sci., Vol. 4(9S)60-69 (2014)
23	Aftab, F. Salman H., Lodhi, R.	Macroeconomic Variables and Rising Food Pricing: Empirical Evidence From Pakistan,	IBT Journal of Business Studies Vol. 10, No. 1, p. 66-82 (2014)
24	Shujat, Sana, Aftab, Ahmed	Impact of Career Development on Employee Satisfaction in Private Banking Sector	IBT Journal of Business Studies (Old name: Journal of Management & Social Sciences) Vol. 9. No. 2.01-08

Scientific Research Papers Presented to Refereed Specialized **Scientific Conferences. DELETE THIS**

TABLE IF NOT APPLICABLE

#	Name of Investigator(s)	Research Title	Conference and Publication Date
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1	Faisal Aftab, M. Awais Mehmood, Hamza Javaid, Hoda Mahmoud Abo- Alsamh, Ibrahim Tawfeeq Alsedrah	Elements influencing students' selection of international universities for higher studies on scale of hedonic & utilitarian value.	The 7th International Conference on Marketing and Retailing (INCOMaR) & The 12th Tourism Outlook Conference (TOC) 29 - 31 October 2019, Hotel Novotel 6th of October, Cairo, Egypt https://submit.confbay.com/conf/incomar_toc2019
2	Faisal Aftab	Observing the Role of Higher Education Institutions in Innovation of New Technologies through Hybrid formations	21st Century Academic Forum Conference at Harvard September 20-22, 2015

Scientific Achievements: **Completed Research Projects** DELETE THIS TABLE IF NOT APPLICABLE

#	Name of Investigator(s)	Research Title	Report Date
1	Faisal Aftab	UNAIDS Second Generation Surveillance for HIV among Key Population in Pakistan Round V. Study of Key Population Round V Project Successfully Completed USD 771,600/- Funding Agency International Planned Parenthood Federation (IPPF).	2016-17
2	Faisal Aftab	Youth Leadership and Entrepreneurship Development (Y-LED) Australian Awards Small Grant Scheme Project Successfully Completed 7,000/-AUD.	2017
3	Faisal Aftab	E-Learning System to Assist Elementary Education, Response Analysis and Early Detection of Psychological Disorder in Students. Project Completed Successfully Rs. 14. 746 Million: Funding Agency ICT R&D Fund Ministry of IT Pakistan.	2016-17
4	Faisal Aftab & Tamim Khan	Domestic E-Commerce Business as a Catalyst of Economic Growth: An analysis of opportunities and impediments: Project Completed Successfully Rs. 807,835/-Funding Agency: Higher Education Commission of Pakistan, National Research Program for Universities (NRPU)	2014-15
5	Faisal Aftab	Non Payment of Standardized Compensation; A Non Compliance Issue during Social Compliance Audits in Textile and Garments Sector of Pakistan by: as a Pilot Project	2014-15



		Project Completed Successfully Rs. 1.2 Million Funding Agency PSSP-USAID	
6	Faisal Aftab	Australian Award granted for Business Incubation Management Course Funding Granted 13000/- AUD.. Certification Successfully Completed.	2015

Current Researches (under review) DELETE THIS TABLE IF NOT APPLICABLE

#	Research Title	Name of Investigator(s)
1	Faisal Aftab, M. Awais Mehmood, Hamza Javaid, Hoda Mahmoud Abo-Alsamh, Ibrahim Tawfeeq Alsedrah	Elements influencing students' selection of international universities for higher studies on scale of hedonic & utilitarian value.
2		

Contribution to Scientific Conferences and Symposia DELETE THIS TABLE IF NOT APPLICABLE

#	Conference Title	Place and Date of the Conference	Extent of Contribution
1	1st National Forum on Business Transformation: Opportunities & Challenges.	Imam Abdulrahman Bin Faisal University Dammam KSA. Saturday 30th November 2019	Organizational Transformation: Global Trends & Practices, What it Means for Universities?
2	South Asia Triple Helix	Summit held in University of Punjab Lahore Pakistan held on 3-4 March 2016.	Presented Research Innovation Commercialization case study for universities
3	Case Study Methods Workshop for Bahria University Pakistan	Department of Management Sciences Lahore, Campus, Pakistan Bahria University held on 26-27 April 2015 Lahore.	Conducted "How to Write Cases for Business"
4	Workshop on Qualitative Research	University of Baluchistan Management Sciences Department Quetta, Pakistan held on 13 March 2015	Conducted Qualitative Research Trainings
5	Workshop on Qualitative Research	Institute of Business & Management of University of Engineering & Technology Lahore held on 24 th January 2015.	Conducted Qualitative Research Trainings



6	Global Education Dialogue: Research and relevance International Conference by British Council	Avari Hotel Lahore Pakistan 6 th & 7 th May 2014	Presented Research paper (Think Piece) on "Research: Asset or Liability?"
7	"Overflows: Flows, Doings, Edges IIP" An informal workshop on doing a relational PhD	St Hugh's College, Oxford University, UK. 31 August 2010	Presented working paper
8	Student Conference	University of Leicester, UK held in 2010.	Presented the working research paper on Resistance in Organizational Change in

Honors and Awards **DELETE THIS TABLE IF NOT APPLICABLE**

Date	Honors and awards
2016	Best Faculty Researcher Award by Bahria University
2016	Longest Serving Employee Award by Bahria University
2015	Best Faculty Researcher Award by Bahria University
2015	Australian Award for Short Course on Business Incubation Management Australian Government

Teaching Activities

#	Course/Rotation Title	No./Code
1	Strategic Management	MGMT311/MGMT681
2	Leadership & Communication,	MGMT685
3	Human Resource Management,	MGMT345/MGMT665
4	International Business	MGMT622
5	Principles of Management	MGMT205
6.	Global Business Culture	HUMN502

Committee Membership

#	From	To	Position	Organization
1	Jan 2020	Present	Member	Professional Exams Committee for VP Office IAU
2				

Community Service (Volunteer work)

#	From	To	Type of Volunteer	Organization
1	2010	2012	Public relations	Saudi Students in London (example).
2				



Membership of Scientific and Professional Societies and Organizations

1.	Member: Australian Alumni Association
2.	Member: British Alumni Association
3.	Member: Triple Helix Association South Asia Pakistan Chapter.
4.	Member Editorial Board: Global Management Journal for Academic & Corporate Studies (GMJAC) Bahria University Department of Management Sciences Karachi Pakistan ISSN:2219-6145 Journal of Science and Business Research (JOSABR) of Institute of Business and Management, University of Engineering and Technology, Lahore, Pakistan.

Workshops/Conferences Attended

Last Update: -/-/2020